

Invitation to tender for:

- **Website redevelopment**
- **Brand refresh**

About the Federation

The Federation of Awarding Bodies (FAB) was established in 2001 and is a trade association representing more than 125 professional/technical awarding organisations, regulated by Ofqual or one of the other UK regulators.

Our members include large awarding bodies such as Pearson and City & Guilds, professional bodies and small specialist awarding organisations. We also have associate members that are awarding organisations that have their authority conferred on them by another public body. Organisations that are in the process of establishing themselves as an awarding organisation, suppliers and other stakeholders may apply to join as a subscriber in order to access some of the benefits of FAB membership.

Our primary stakeholders are our members and target members, policy makers i.e government departments (primarily the Department for Education), the regulators (Ofqual, CCEA, SQA and Qualifications Wales) and other organisations in the education and skills space.

It is essential that FAB raises its profile within the education and skills sector in order to be a more effective voice for awarding organisations and professional/technical qualifications.

The Federation is often described as ‘punching above its weight’ and it is vital that we maximise our resources so that we are seen to be making a credible contribution to the sector.

There are four full time employees at the Federation:

- Chief Executive
- Head of Policy
- Head of Operations and Membership
- Programme Delivery Manager

The organisation is now developing itself as a ‘digital trade association’ and the website must facilitate this way of working. All employees work remotely and many of the systems currently in place facilitate remote working, but there are improvements to be made.

The Federation is a not-for-profit organisation with a turnover of a £500K, generated from membership income and from training, events and the annual conference.

The brief

The Federation of Awarding Bodies wishes to undertake a brand refresh and website redevelopment that promotes our vision of a powerful industry association representing the collective interests of the UK’s awarding and assessment sector. We envisage a world in which higher-quality technical, professional and vocational education, results in stronger public confidence and economic growth.

The project deliverables will be:

- A refreshed brand identity and strategy, including revised logos and iconography across all channels. To include designs for a set of marketing and communications materials and new templates for press releases, guidance documents, consultation responses and other working documents such as internal Board papers.
- An overhauled website and CRM; including online payment system

The Federation will accept responses to tender from organisations for only the website redevelopment or the brand refresh. If your organisation does tender on this basis, you must demonstrate commitment to work with the other organisation that we select to meet the overall project brief, timeline and within budget.

These project deliverables are discussed in more detail below:

A refreshed brand identity including a logo

The current logo was redesigned in 2012 as part of a brand re-fresh. The Federation is keen to move away from the acronym FAB. Going forwards we propose to use Awarding UK instead of FAB as a short brand name, with our full name remaining 'Federation of Awarding Bodies' for trading purposes.

One of our strategic objectives is to establish two operating arms to the Federation:

- The Awarding and Assessment Academy, which will focus on membership services, training, events and conference.
- The Policy Lab, which will focus on lobbying, research, setting policy and responding to consultation responses.

Logos

We require a logo for the Awarding and Assessment Academy, Policy Lab and the overarching Awarding UK.

Designs for a set of marketing and communications materials

We will require the following:

- Digital letterhead
- Business cards
- E-signature for use on emails
- Social media templates e.g to promote webinars, training, conference, consultation responses
- Weekly e-newsletter to members
- PowerPoint template for events, training, webinars and conference.

New business templates

We will require the following:

- Press releases
- Guidance documents
- Consultation responses
- Other working documents such as Board papers.

A new website and CRM

Who the website is for

The website will be the digital platform for members and other stakeholders to access the Awarding and Assessment Academy (to access member services and book training, webinars, events and the conference) and the Policy Lab (to find out FAB's policy positions, view consultation responses and access statistics etc.).

This is not an exhaustive list, but members currently login to the website to obtain member discounts for training and the conference, to register for free events, to post jobs free of charge and to access member-only documents.

The website must also be the go to resource for stakeholders and an effective resource for promoting the voice of FAB, awarding/assessment organisations and the value of qualifications.

For target members it must be a promotional tool, emphasizing the benefits of membership and facilitating an online application process, taking bookings for training, the conference and posting jobs (for a fee).

Limitations of/problems with the current website

- The design needs modernizing and we require new imagery.
- We need more content to position FAB as the voice of the sector.
- FAB doesn't have an ongoing support package with a web development company. Currently the website is updated by the Head of Operations and Membership and the Programme Delivery Manager. Ad hoc support is provided by a third-party website development company, based in Kent.
- Joomla and the plugins needs updating, as a result some of the plugins are no longer working e.g. Ozio Gallery.
- Other plugins do not meet our needs e.g. logos can't be included on the jobs board and we would like the facility to bulk import jobs from member/recruitment agency job boards. There are also limitations in the way that the events module displays on the front end of the website.
- We can't accept credit/debit card payments for training, events or conference bookings.
- Logins are corporate – as a result we have to notify members if they forget them, as they cannot re-set them themselves.
- There is no integration between the website and the other systems that FAB uses, meaning that data needs to be updated across all platforms.
- The weekly newsletter is generated manually, it might be more efficient to create it from content on the FAB website.

Other systems in use by FAB

- Sage One - Accounts
- Mailchimp – Member mailing
- Membership surveys and Awards entries – SurveyMonkey
- Excel – Member data is held currently in Excel.
- CMS – Conference/events/training bookings are made and invoiced via the FAB website and imported as quick entries in to Sage.

Overview of new FAB website

Style

We would like the style of the website to be simple in terms of design and navigation and be both professional and engaging.

Imagery

Choosing imagery has been a challenge in the past. Our members are awarding organisations, who deliver qualifications and assessment to a range of learners undertaking a wide range of professional and technical qualifications in many sectors. The imagery should reflect the diversity of our membership.

Content

New content will be provided by the team to position the Federation as the voice of the sector.

Technical requirements

The website domain www.awarding.org.uk is owned by the Federation and is hosted on our behalf by AK Creation.

The website must be accessible across a range of devices, including laptop/pc, mobile and tablet.

The website should facilitate member login to gain access to services.

Maintenance

The Head of Operations and Membership has overall responsibility for the website and is supported on a day-to-day basis by the Programme Delivery Manager. The team will undertake most of the day to day updating of the website, but there should be a low level monthly retainer to provide ongoing support and to ensure continuity should a member of the team leave the Federation.

Membership logins

Membership is corporate. We have a key contact in each member organisation, the person responsible for the relationship between their organisation and FAB. Anyone employed by the member organisation can access the benefits of FAB membership. Currently membership logins to the website are corporate although moving forwards we are considering individual membership logins.

Timescale

The new website and branding is to be launched in early January 2019.

What we expect to see in tenders for this brief

In your response to this brief, FAB expects to see the following in your tender:

- Full details of the process to be followed for a brand refresh/website development project, including clear identification of the stages, outputs delivered at each stage, level of the Federation's involvement/consultation, key deliverables and timescales for delivery.

- Your experience of undertaking similar projects e.g. examples of relevant website and rebranding exercises you have undertaken and relevant clients. Ideally we would want to see examples from other trade associations /membership organisations.
- Details of your recommended team to deliver this brief, their expertise and experience of direct relevance.
- Details of your project management and quality control process and required turn-around times for the Federation's feedback and sign off to enable delivery by 7 January 2019. (Please note, an outline concept brief will need to be available to be reviewed by the Federation's board in early December).
- A full project budget breakdown, including expected number of days on the project at each stage/against key outputs (logo/brand identity, website, marketing materials etc).

Please note that cost will be a core consideration for the Federation in the selection of its preferred agency.

- The contact details for two previous clients or projects of relevance to this brief, who can be contacted for a reference as appropriate.

The budget

The budget for the website development and brand work is no more than £20k. Bids in excess of these amounts will not be considered.

The tender process

The Federation invites interested parties to submit a written proposal and budget outline by no later than 5pm on 8 October. Shortlisted bids will then be invited to pitch their proposals during a face-to-face presentation on 24 October and work is to commence ideally no later than 5 November.

If you are invited to pitch for this work, then please prepare a 45-minute presentation setting out your proposal, budget and team involved. This will be followed by up to 30 minutes of questions with the Chief Executive and the Head of Operations and Membership. Please email the presentation to us following the pitch.

Any questions should be directed to Karen Daws, Head of Operations and Membership via email to karen.daws@awarding.org.uk.